FLORIDA
A Land of HOMES



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FLORIDA

A Land of Homes

"Where art and Nature join their crafts
In a kingdom by southern seas"



PUBLISHED BY
THE FLORIDA ~~STATE~~ DEPARTMENT *of* AGRICULTURE
TALLAHASSEE, FLORIDA
NATHAN MAYO, *Commissioner* T. J. BROOKS, *Assistant Commissioner*

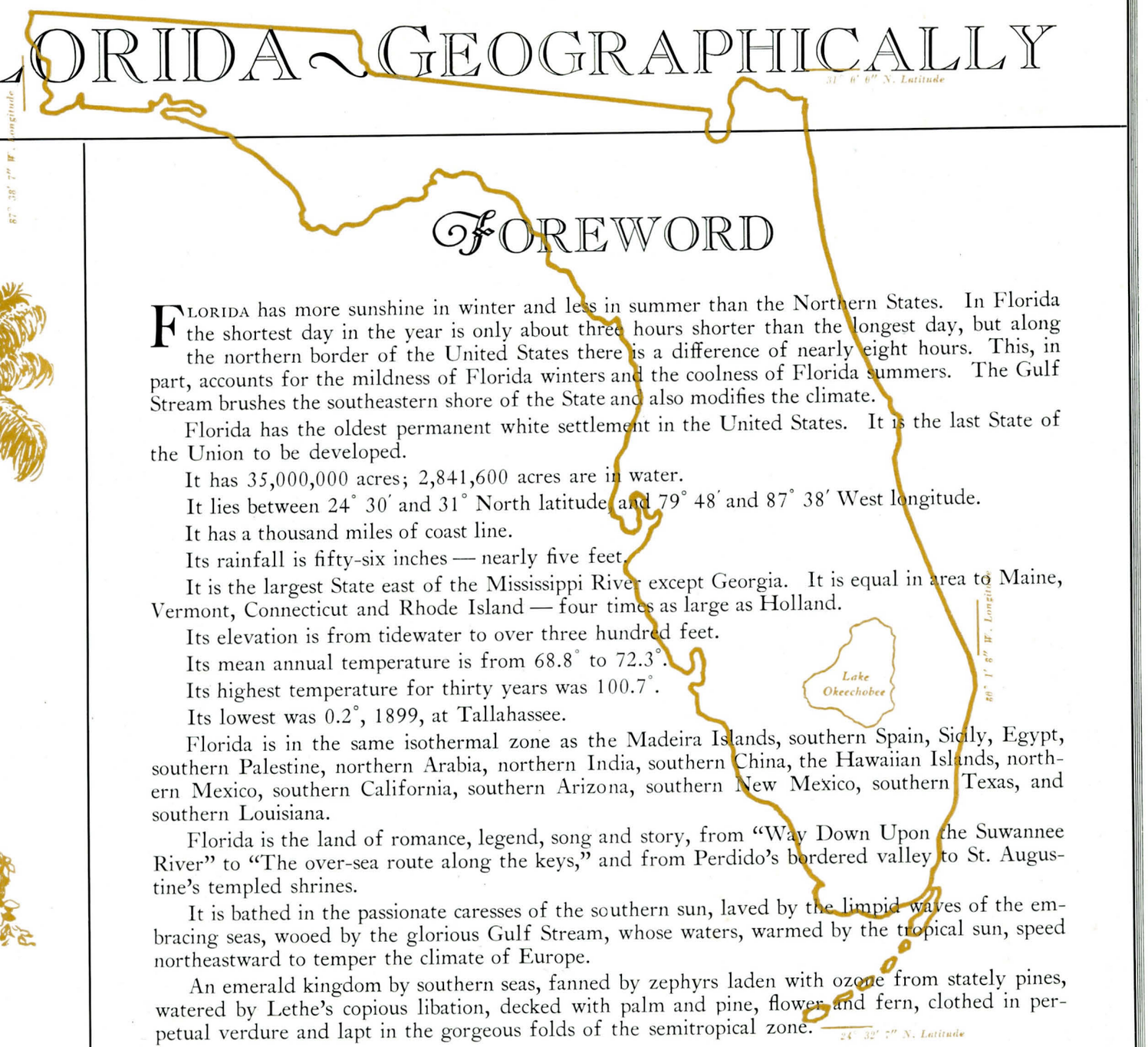
ca. 1934



Residence of James P. Donohue at Palm Beach

FLORIDA GEOGRAPHICALLY





FOREWORD

FLORIDA has more sunshine in winter and less in summer than the Northern States. In Florida the shortest day in the year is only about three hours shorter than the longest day, but along the northern border of the United States there is a difference of nearly eight hours. This, in part, accounts for the mildness of Florida winters and the coolness of Florida summers. The Gulf Stream brushes the southeastern shore of the State and also modifies the climate.

Florida has the oldest permanent white settlement in the United States. It is the last State of the Union to be developed.

It has 35,000,000 acres; 2,841,600 acres are in water.

It lies between 24° 30′ and 31° North latitude, and 79° 48′ and 87° 38′ West longitude.

It has a thousand miles of coast line.

Its rainfall is fifty-six inches — nearly five feet.

It is the largest State east of the Mississippi River except Georgia. It is equal in area to Maine, Vermont, Connecticut and Rhode Island — four times as large as Holland.

Its elevation is from tidewater to over three hundred feet.

Its mean annual temperature is from 68.8° to 72.3°.

Its highest temperature for thirty years was 100.7°.

Its lowest was 0.2°, 1899, at Tallahassee.

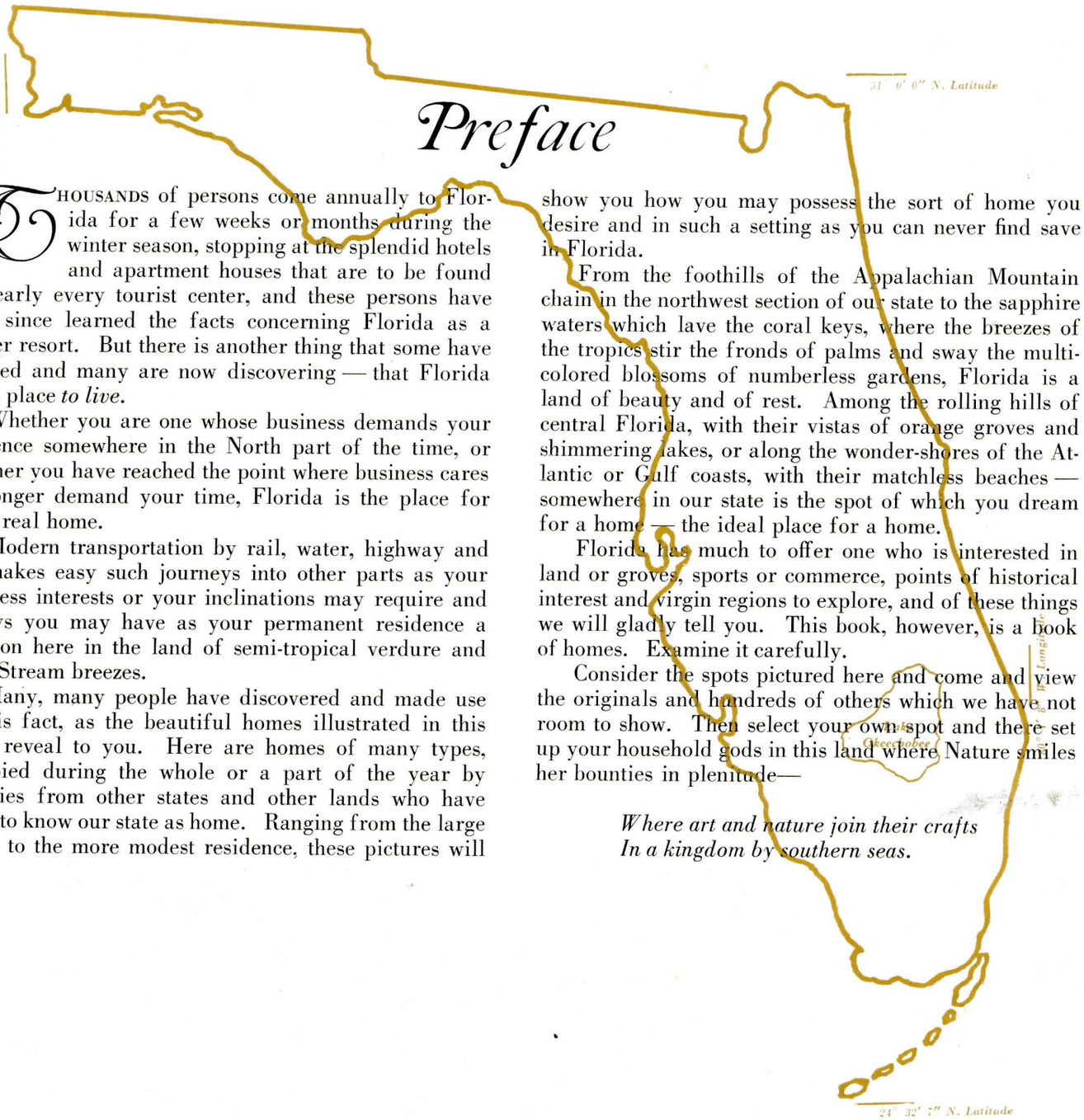
Florida is in the same isothermal zone as the Madeira Islands, southern Spain, Sicily, Egypt, southern Palestine, northern Arabia, northern India, southern China, the Hawaiian Islands, northern Mexico, southern California, southern Arizona, southern New Mexico, southern Texas, and southern Louisiana.

Florida is the land of romance, legend, song and story, from "Way Down Upon the Suwannee River" to "The over-sea route along the keys," and from Perdido's bordered valley to St. Augustine's templed shrines.

It is bathed in the passionate caresses of the southern sun, laved by the limpid waves of the embracing seas, wooed by the glorious Gulf Stream, whose waters, warmed by the tropical sun, speed northeastward to temper the climate of Europe.

An emerald kingdom by southern seas, fanned by zephyrs laden with ozone from stately pines, watered by Lethe's copious libation, decked with palm and pine, flower and fern, clothed in perpetual verdure and lapt in the gorgeous folds of the semitropical zone.

Preface



THOUSANDS of persons come annually to Florida for a few weeks or months during the winter season, stopping at the splendid hotels and apartment houses that are to be found in nearly every tourist center, and these persons have long since learned the facts concerning Florida as a winter resort. But there is another thing that some have learned and many are now discovering — that Florida is the place *to live*.

Whether you are one whose business demands your presence somewhere in the North part of the time, or whether you have reached the point where business cares no longer demand your time, Florida is the place for your real home.

Modern transportation by rail, water, highway and air makes easy such journeys into other parts as your business interests or your inclinations may require and always you may have as your permanent residence a location here in the land of semi-tropical verdure and Gulf Stream breezes.

Many, many people have discovered and made use of this fact, as the beautiful homes illustrated in this book reveal to you. Here are homes of many types, occupied during the whole or a part of the year by families from other states and other lands who have come to know our state as home. Ranging from the large estate to the more modest residence, these pictures will show you how you may possess the sort of home you desire and in such a setting as you can never find save in Florida.

From the foothills of the Appalachian Mountain chain in the northwest section of our state to the sapphire waters which lave the coral keys, where the breezes of the tropics stir the fronds of palms and sway the multi-colored blossoms of numberless gardens, Florida is a land of beauty and of rest. Among the rolling hills of central Florida, with their vistas of orange groves and shimmering lakes, or along the wonder-shores of the Atlantic or Gulf coasts, with their matchless beaches — somewhere in our state is the spot of which you dream for a home — the ideal place for a home.

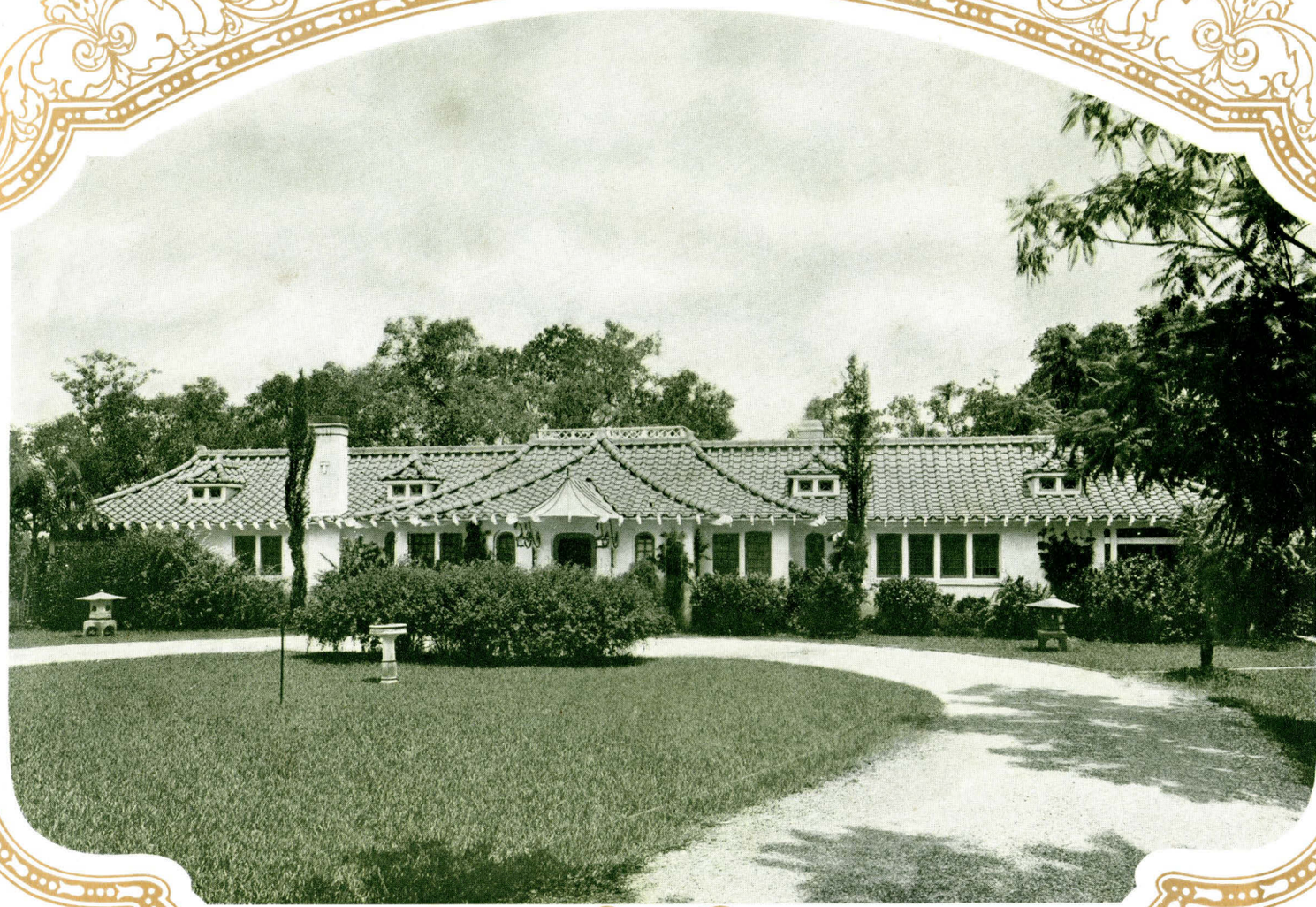
Florida has much to offer one who is interested in land or groves, sports or commerce, points of historical interest and virgin regions to explore, and of these things we will gladly tell you. This book, however, is a book of homes. Examine it carefully.

Consider the spots pictured here and come and view the originals and hundreds of others which we have not room to show. Then select your own spot and there set up your household gods in this land where Nature smiles her bounties in plenitude—

Where art and nature join their crafts
In a kingdom by southern seas.



GOVERNOR'S MANSION
TALLAHASSEE



Home of Irving Bacheller
Winter Park



Home of Udo Fleischmann
Leon County



Daytona Beach Estate of
Jackson Johnson of
St. Louis, Mo.



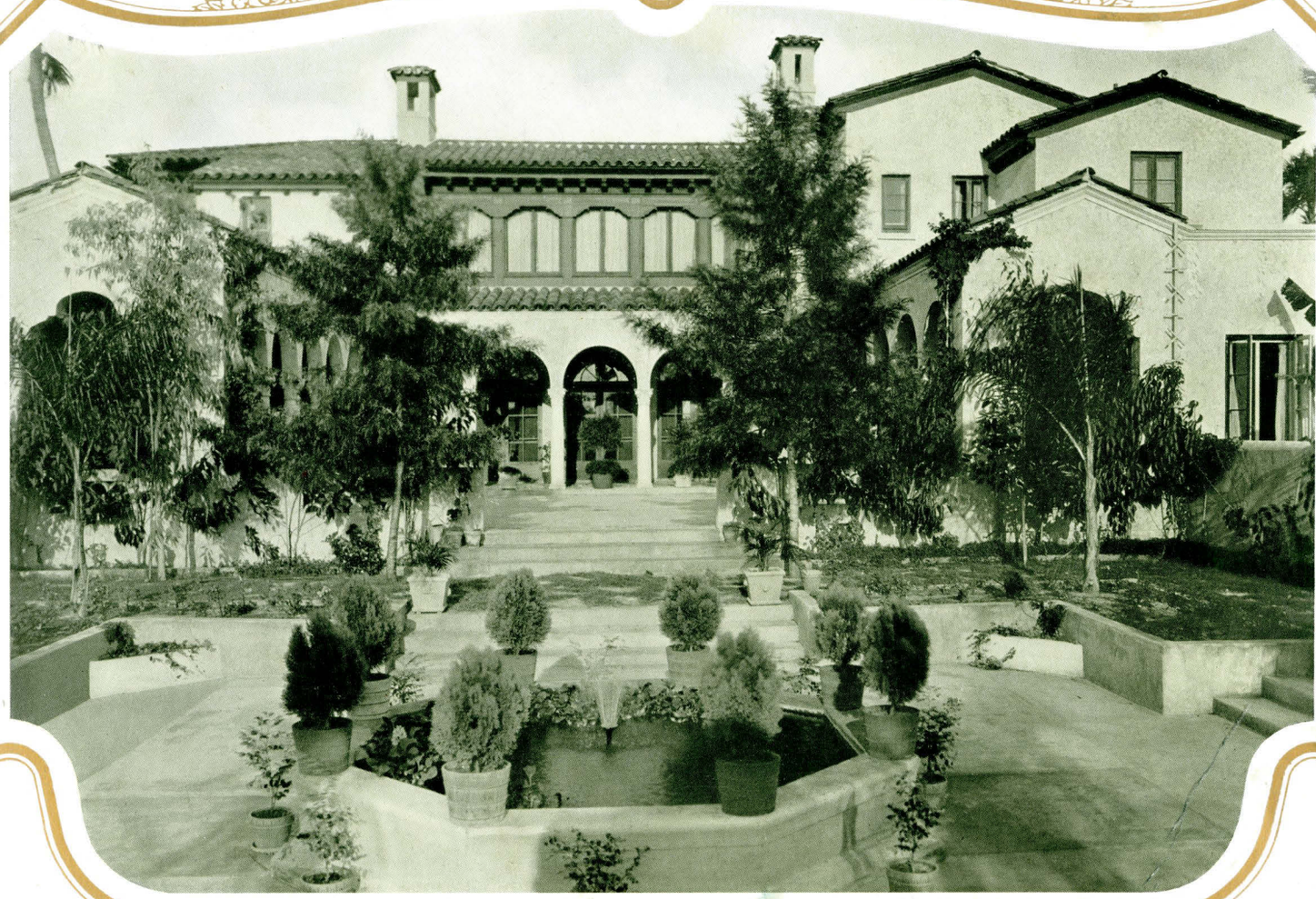
Lakeland Home of the Late S. M. Stephens, Now
Occupied by Mrs. Stephens, Russellville, Tenn.
They Were Early Settlers in Lakeland



Permanent Home of T. A. Farnsworth, Formerly
of Oakland, California, at
Lakeland



"Goodwood," the Residence of
Senator W. C. Hodges of Tallahassee.
This Home and Its Furnishings
Have a Romantic History



HOME OF WALTER C. HARDESTY
RIO VISTA ON THE HALIFAX,
ORMOND



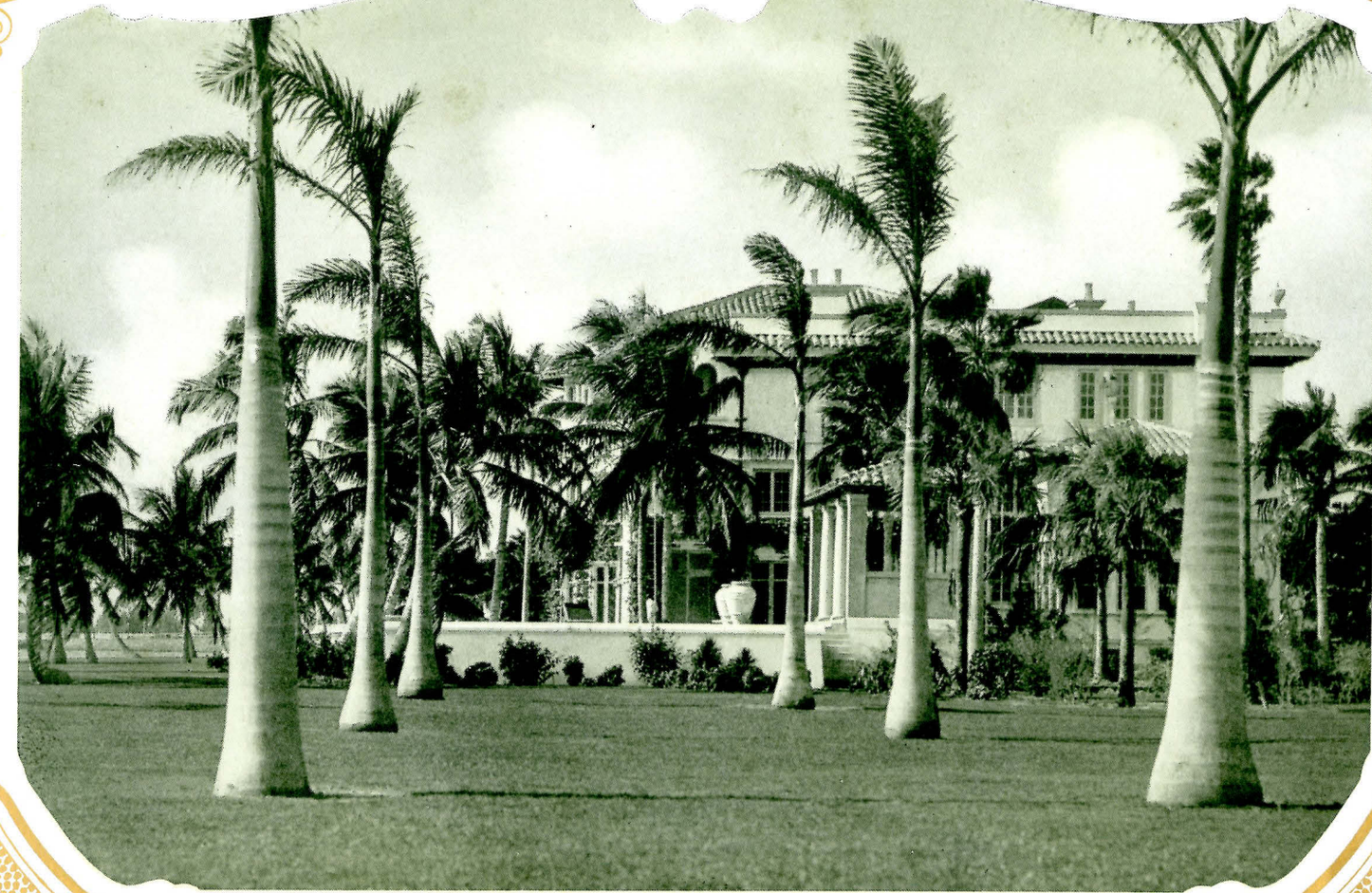
"Forshala," Leon County Home of
Harry Payne Whitney
of New York



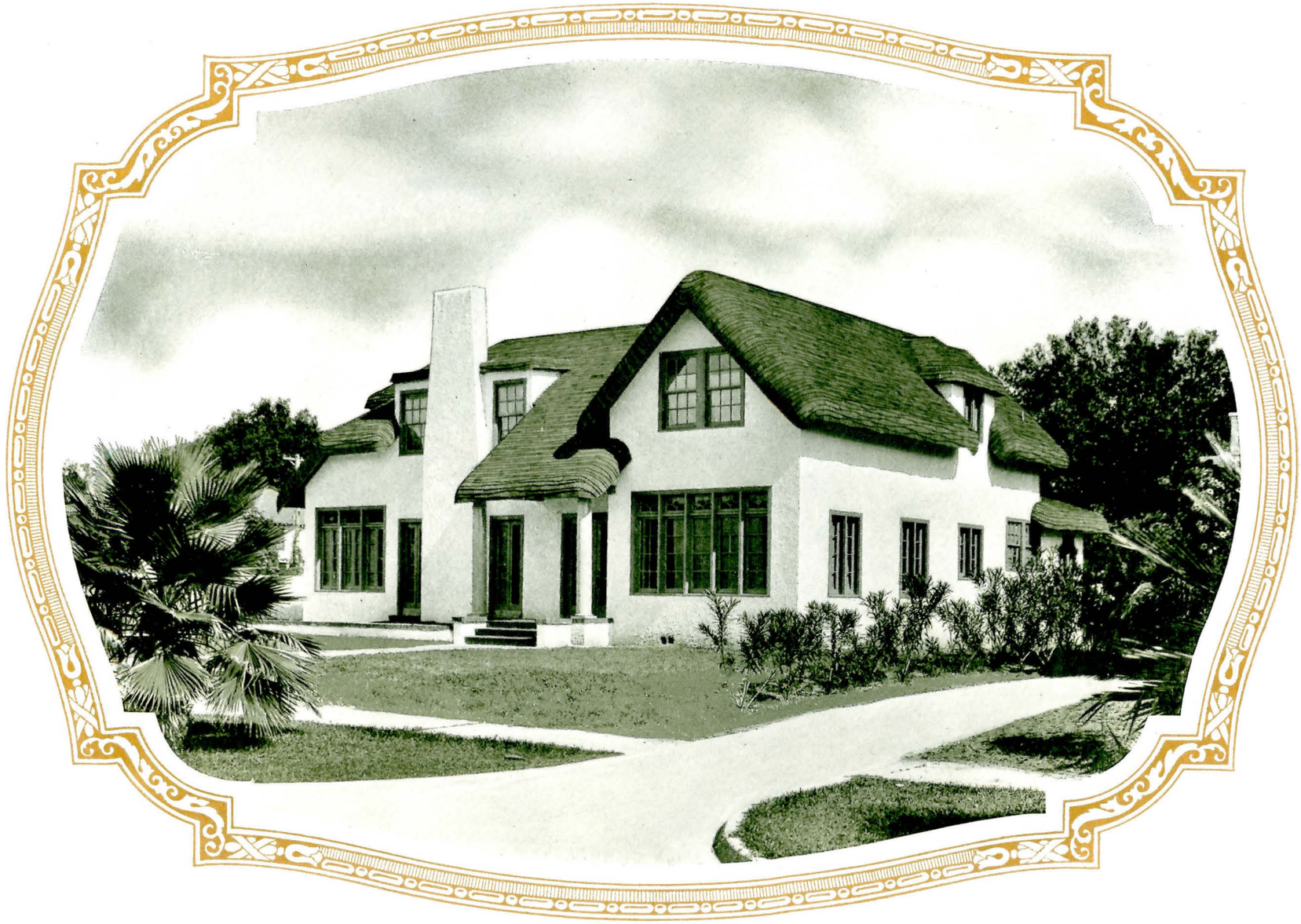
Residence of Barron Collier
Useppa Island, Lee County



Residence of
Miss Frances C. Griscom
Leon County



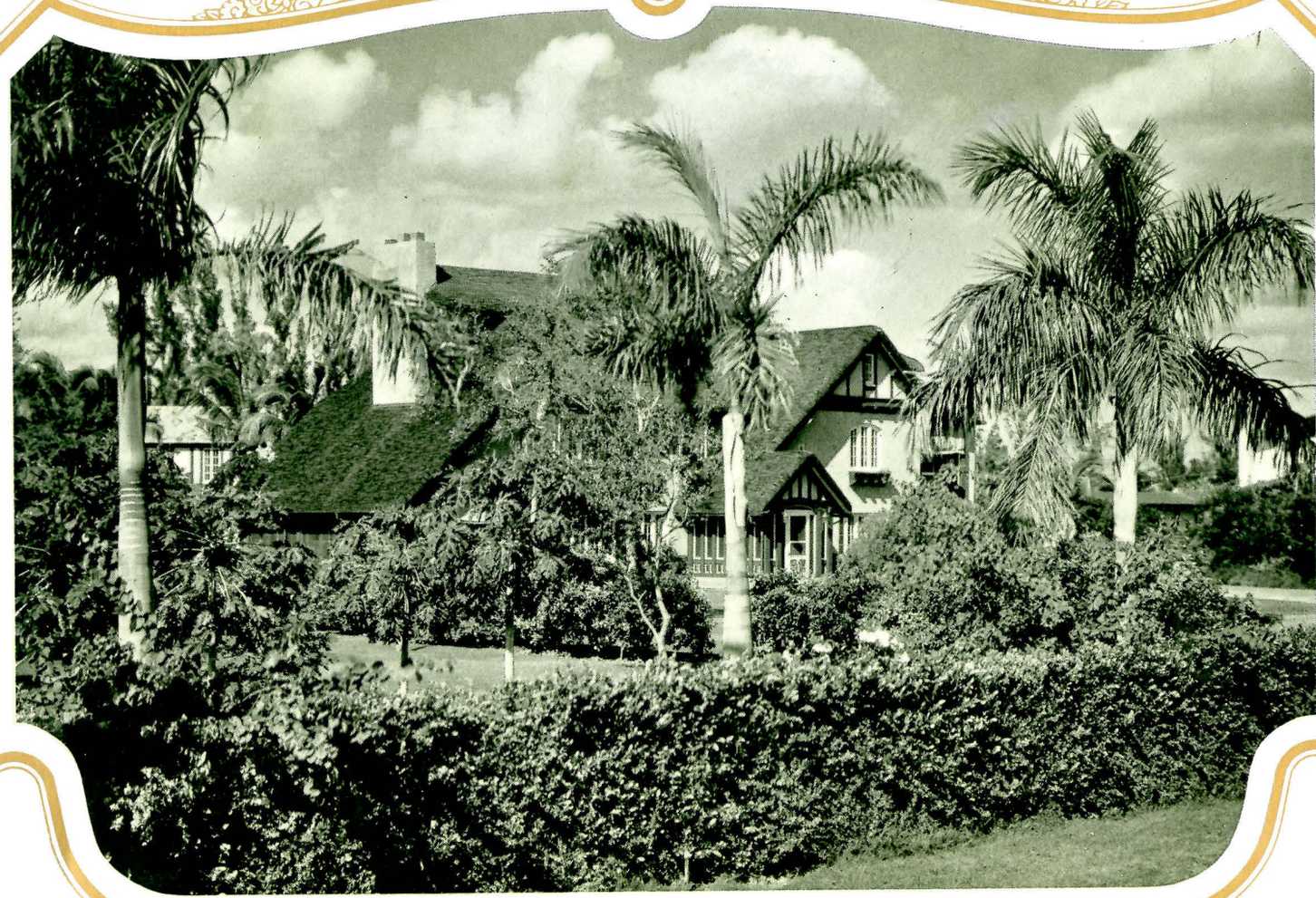
Miami Home of J. C. Penney
President Hoover Spent the Winter Here
After His Election in 1928



Residence of Judge W. O. Head
at Clearwater
Former Mayor of Louisville, Ky.



"Castle Warden," Home of
J. L. Ketterlinus at
St. Augustine



"Cherokee Lodge"
Residence of
W. H. Avery of Kansas City
at Miami



Home of Louis Racquet
St. Petersburg
(Snell Isle)
Permanent Resident



Dutch South African
Type of Home in Coral Gables



In the Garden of Peter O. Knight
at Tampa



Alfred B. McClay Residence
on Lake Hall
Leon County



Residence of Doctor Warren
Perry



Residence of Frank Wells
Pensacola



HOME OF SAMUEL M. SCHWARTZ, NEAR SANFORD
MR. SCHWARTZ'S NORTHERN ADDRESS
IS CHICAGO, ILLINOIS



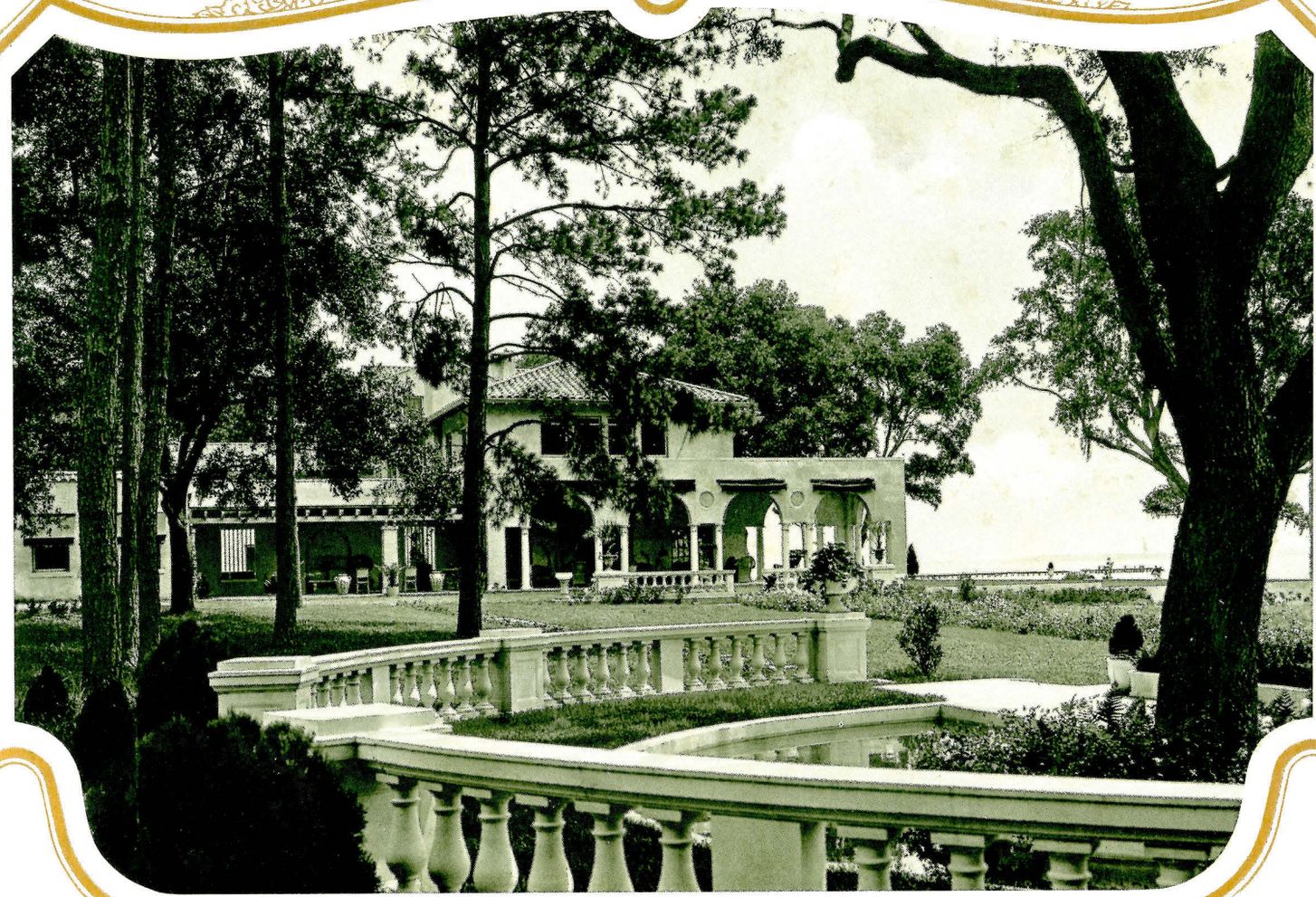
WINTER HOME OF THOMAS A. EDISON
FORT MYERS



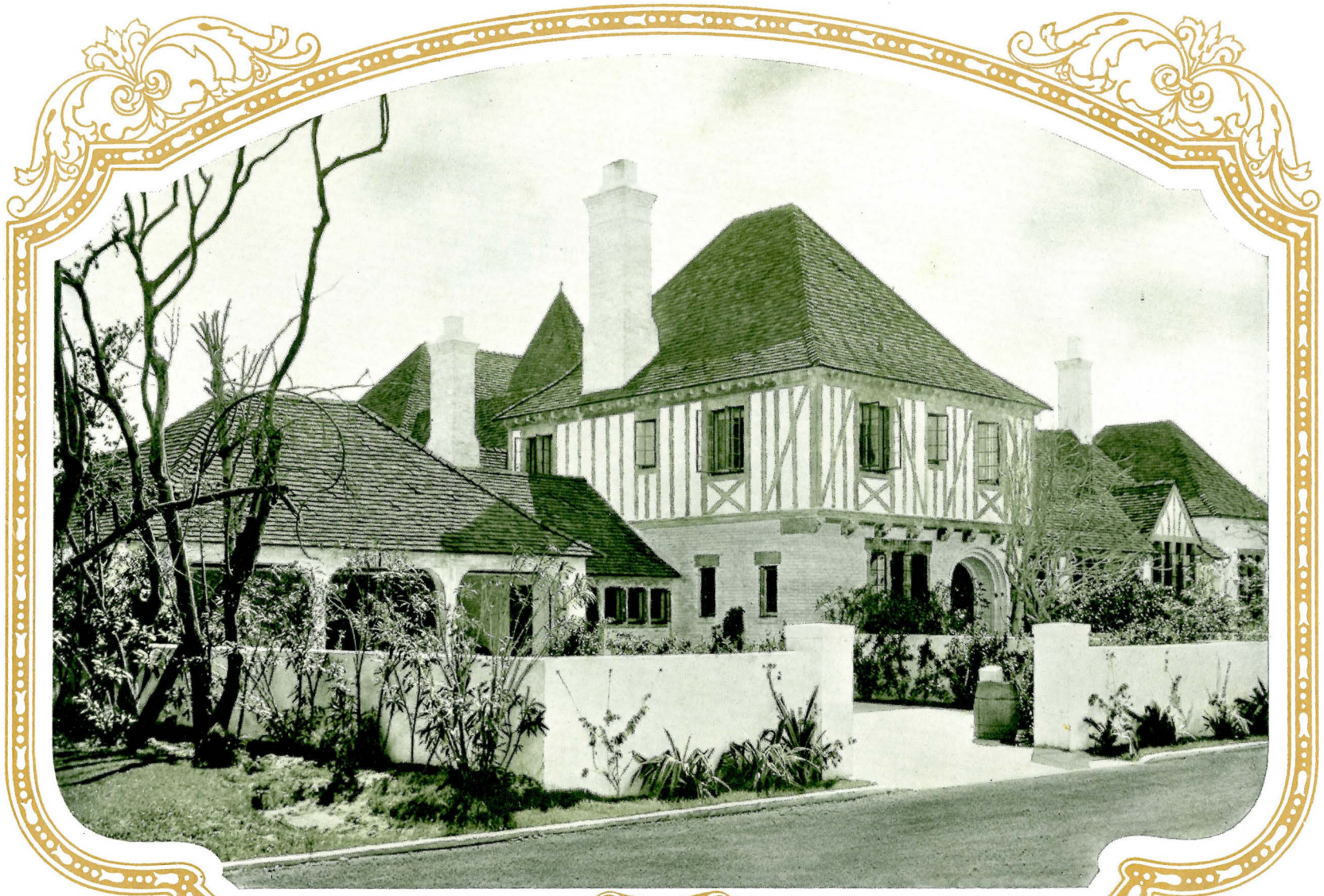
HOME OF JAS. L. GILES
MAYOR OF ORLANDO



Residence of
Dr. R. J. Dickerson
Tampa



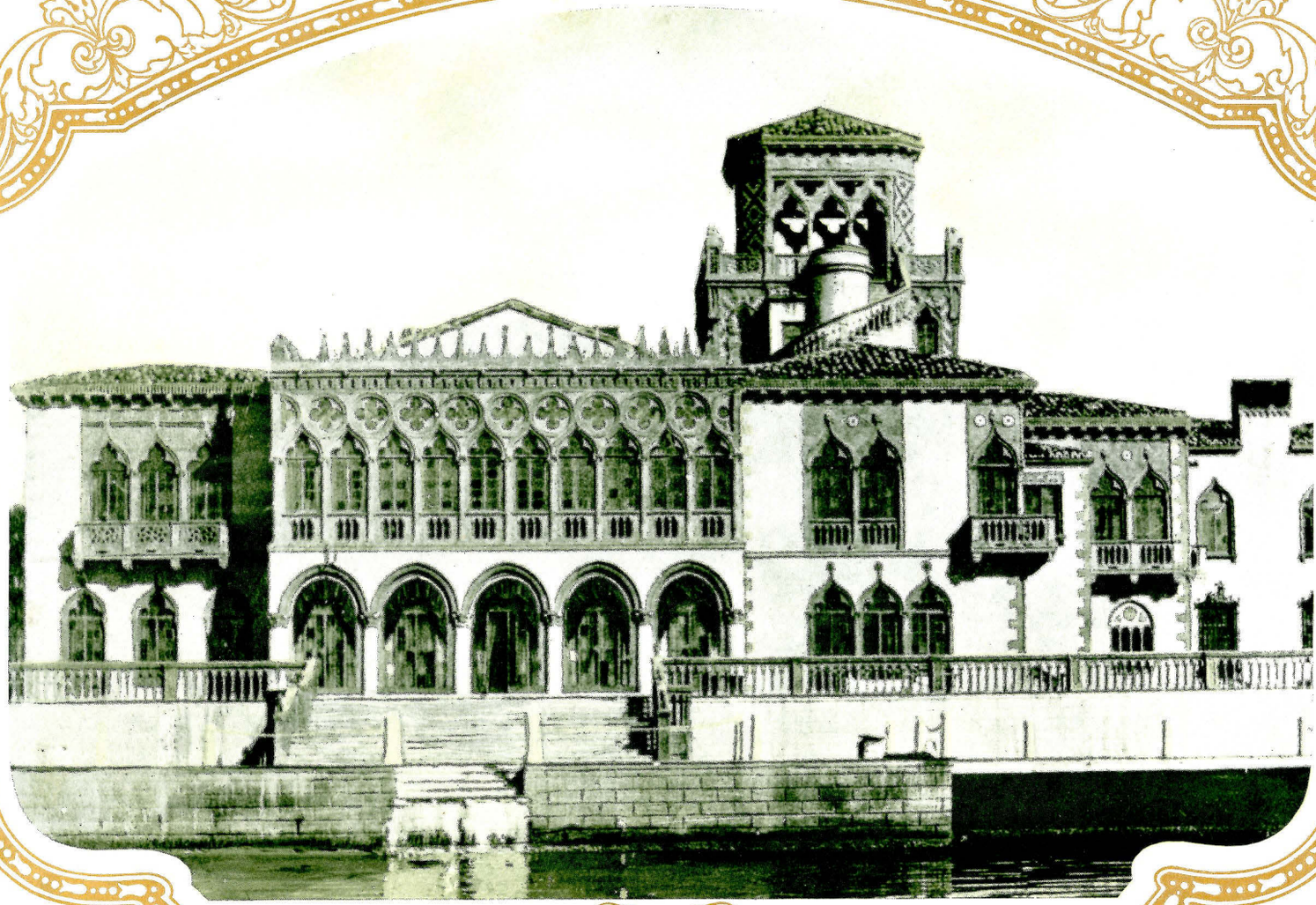
Estate of Caleb Johnson, of the
Palm Olive Company, at
Orange Park



HOME OF MRS. C. C. CHASE
AT PALM BEACH



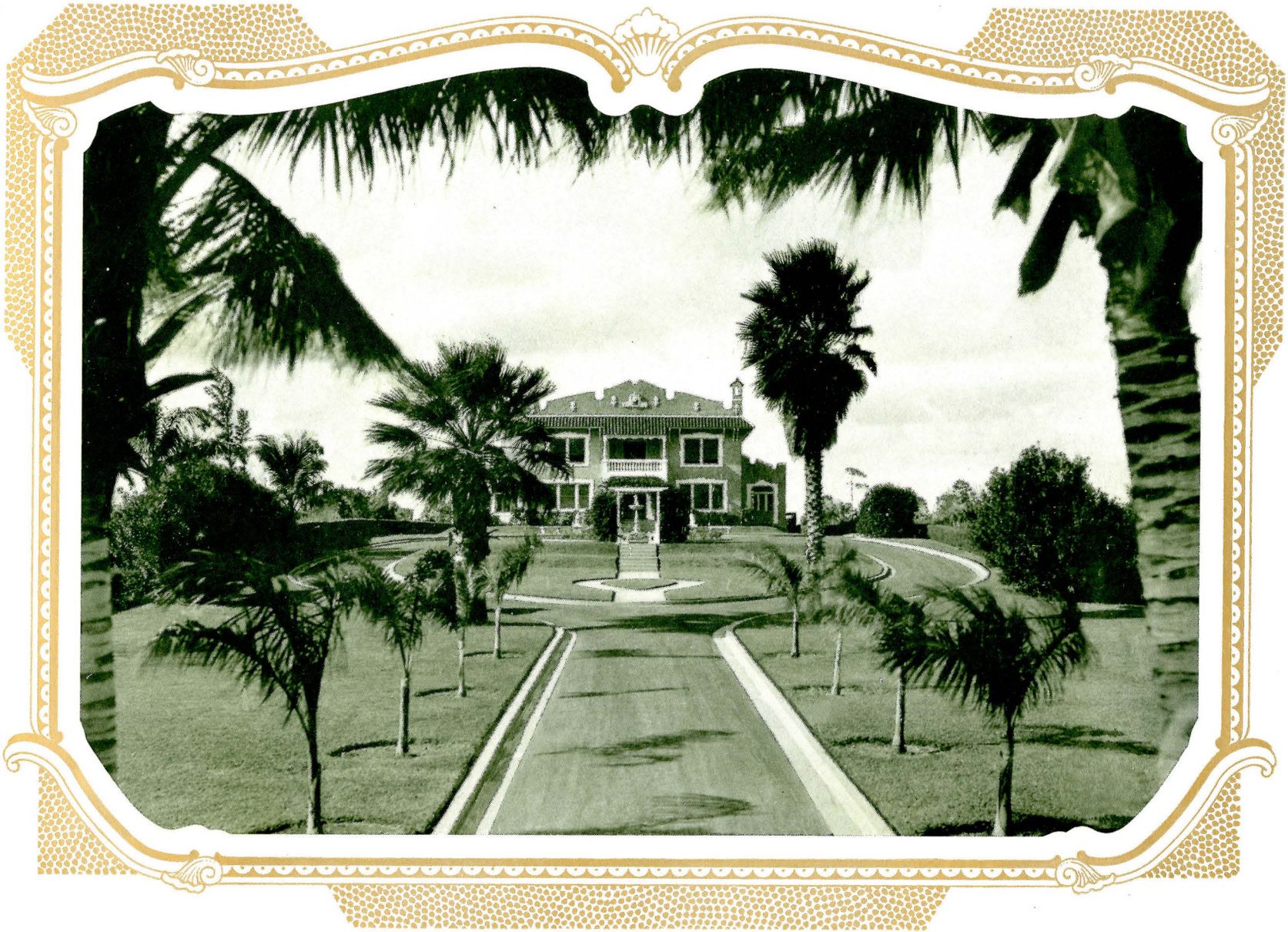
"Bay Terrace," Residence of Mrs. Ralph Worthington at Miami



Sarasota Residence
of
John Ringling



"Epping Forest," Home of
Alfred I. duPont at
San Jose, near Jacksonville



Residence of Wm. Scheer
at Miami



Residence of L. T. Highleyman
at Palm Island
Miami



Residence of Mrs. S. P. Hubbard
Corner St. Johns Avenue and Donald Street
Jacksonville



Daytona Beach Home of
Mrs. Murray L. Stanley of
Winthrop, Maine



WINTER HOME OF
HENRY FORD AT
FORT MYERS



Residence of
Mrs. Mary C. Stoddard in
Coral Gables



New Residence of Alexander S. Taylor at
Vero Beach, President of
V. C. Taylor & Sons, Cleveland, Ohio



Residence of Col. Herbert Felkel
Editor of St. Augustine Record
at St. Augustine



HOME OF W. N. REYNOLDS, WELL-KNOWN
TOBACCO MANUFACTURER AND HORSEMAN
AT ORLANDO



Residence of Mrs. Archibald Chenault
1237 Hollywood Avenue
Jacksonville



HOME OF C. S. TAYLOR AT
WINTER HAVEN



Ft. Myers Home of
George Kingston
Kokomo, Ind.



Residence of D. H. Tart
Pensacola



Residence of F. B. Cullen
President
Southern Kraft Corporation
Panama City



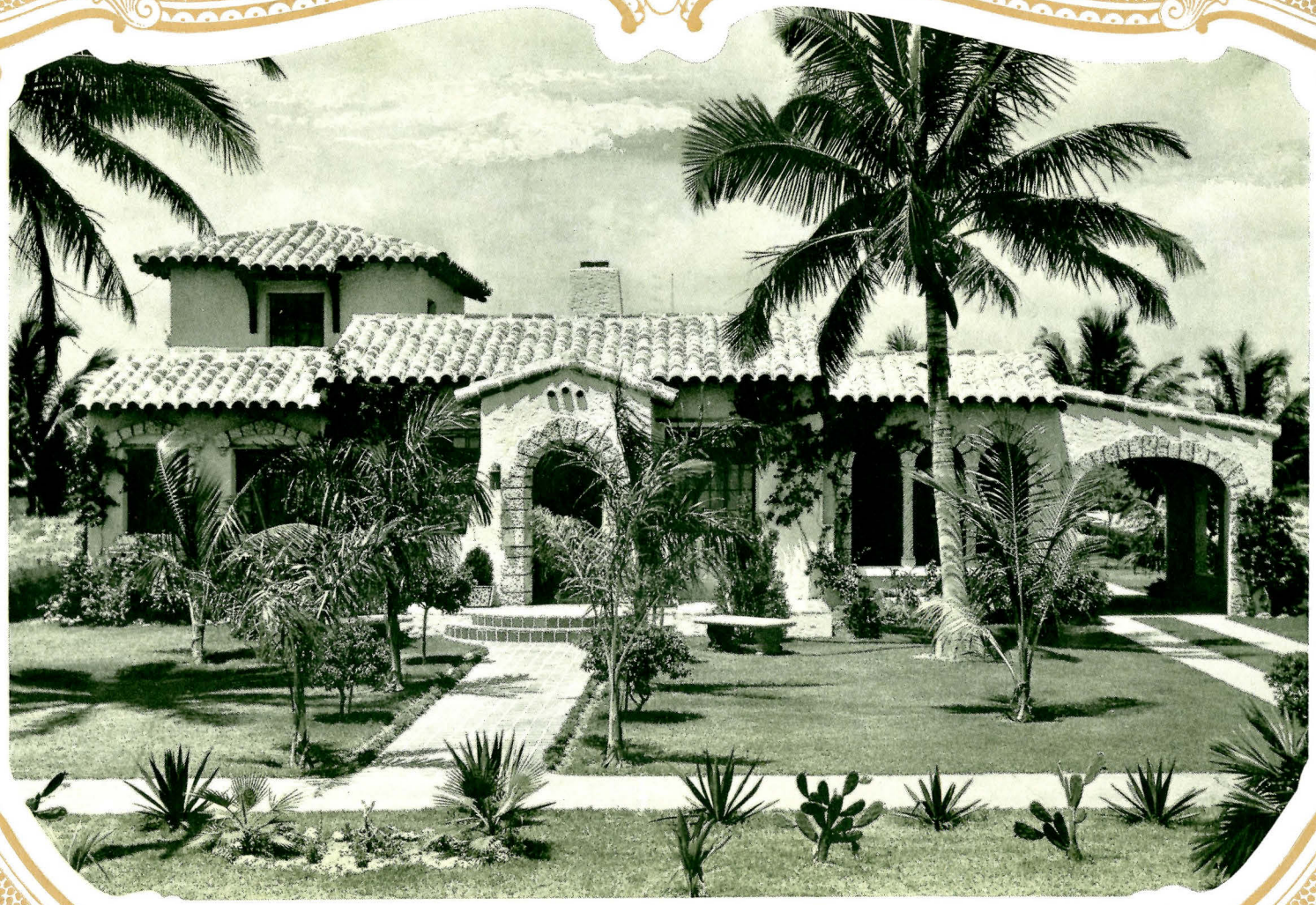
PALM BEACH RESIDENCE
OF
CHAS. M. HAYES



Residence of Dave Matlack
Harbor Oaks
Clearwater



Leo Nash Residence in
Winter Haven



Fretwell Residence at
Miami Beach



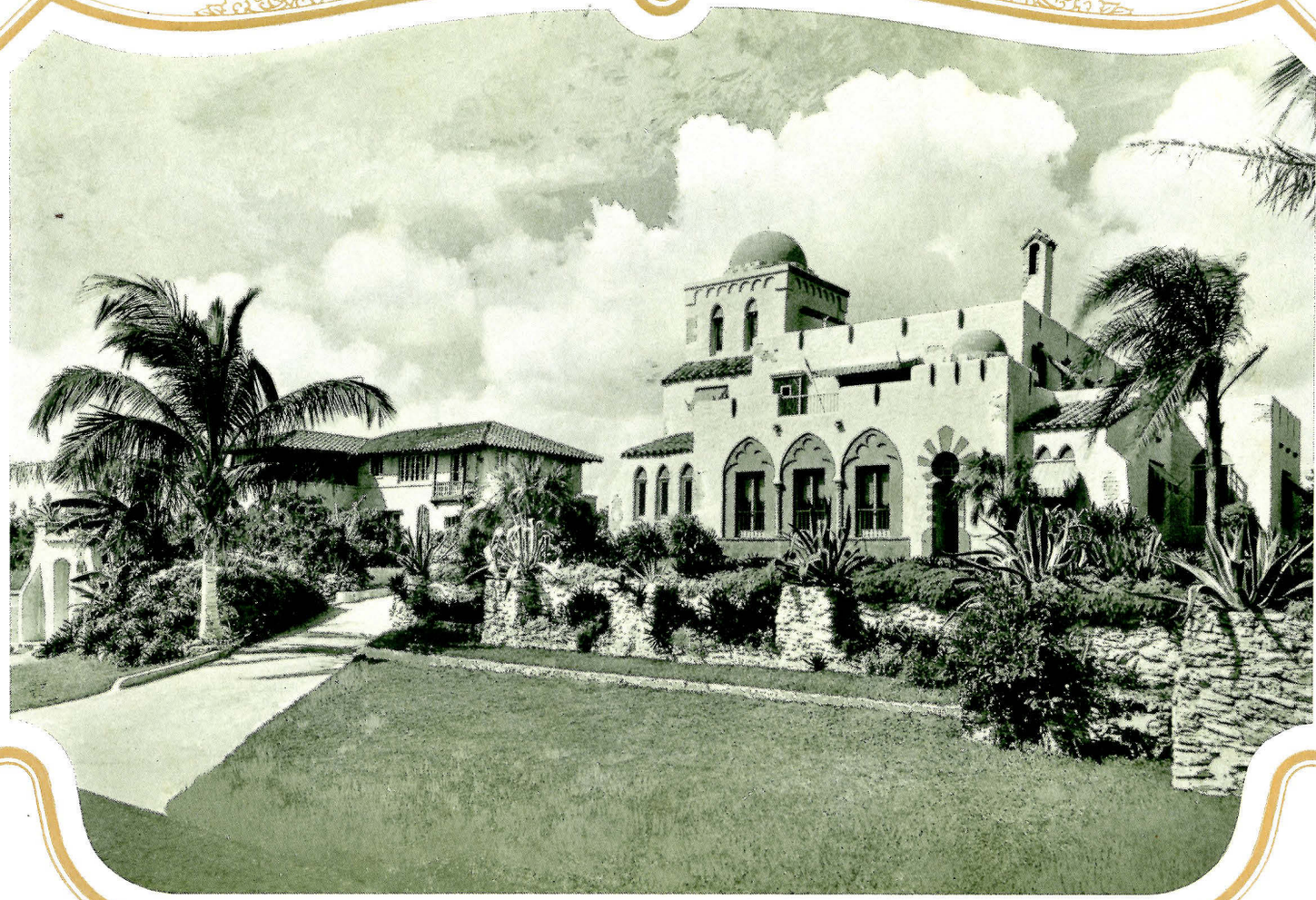
New Residence of August Heckscher of
New York on Anastasia Island
St. Augustine



"Kirkside," the St. Augustine Estate of
Henry M. Flagler, Now the Residence of
His Niece, Mrs. Louise Wise Lewis



HOME OF E. N. MORROW AT
LAKELAND



Miami Home of
Dr. O. S. Fitzsimmons of
Atlantic City



Entrance Gates
Estate of Edward F. Hutton at
Palm Beach



Fort Myers Estate of
Richard Schaddeles of
Chicago and Grand Rapids, Mich.



This Unique Home Is Located at Mount Plymouth, Orange County



Residence of James D. Tew, President of
Goodyear Tire and Rubber Company
at Vero Beach



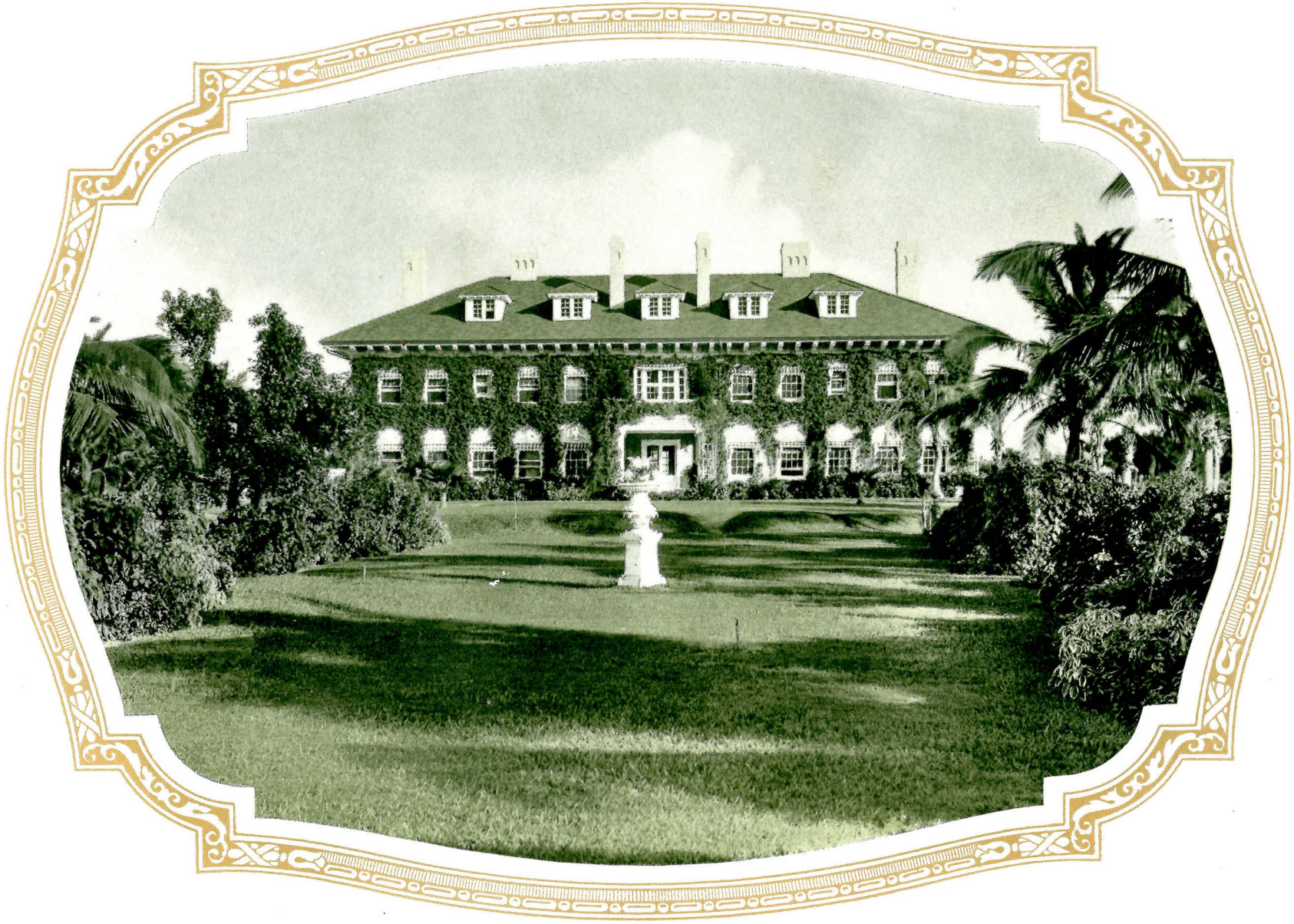
Chinese Style of Architecture
in
Coral Gables



Residence of W. R. Beckwith
Tampa



Residence of Carl S. Swisher
Villa Alexandria
Jacksonville



Residence of Harvey Firestone
Miami Beach



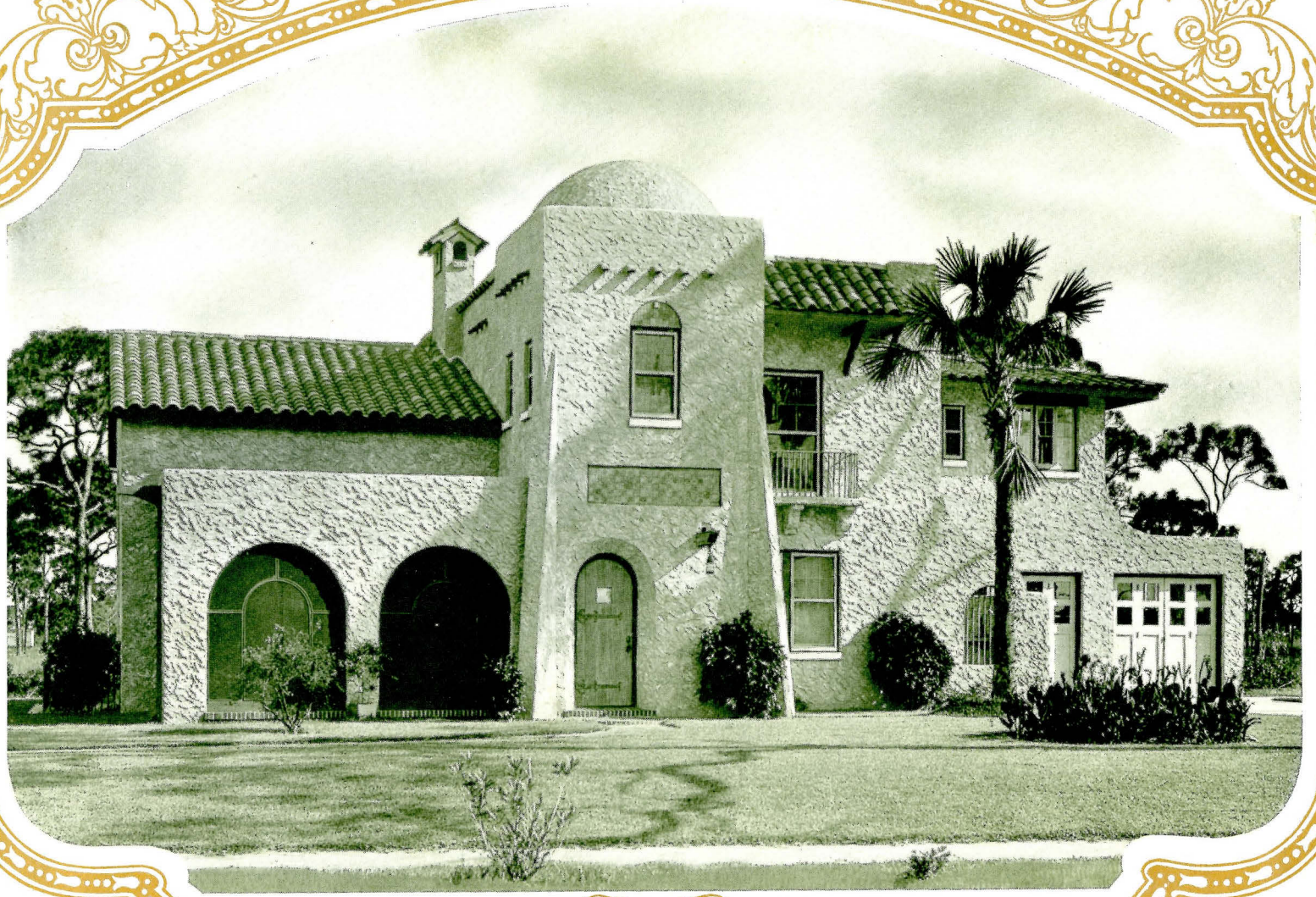
Estate of C. W. Jordon
at
Indian Beach



Home of
Thomas Meighan at New Port Richey
(Mr. Meighan in Foreground)



HOME OF
MRS. GRACE PHILLIPS JOHNSON
AT ORLANDO



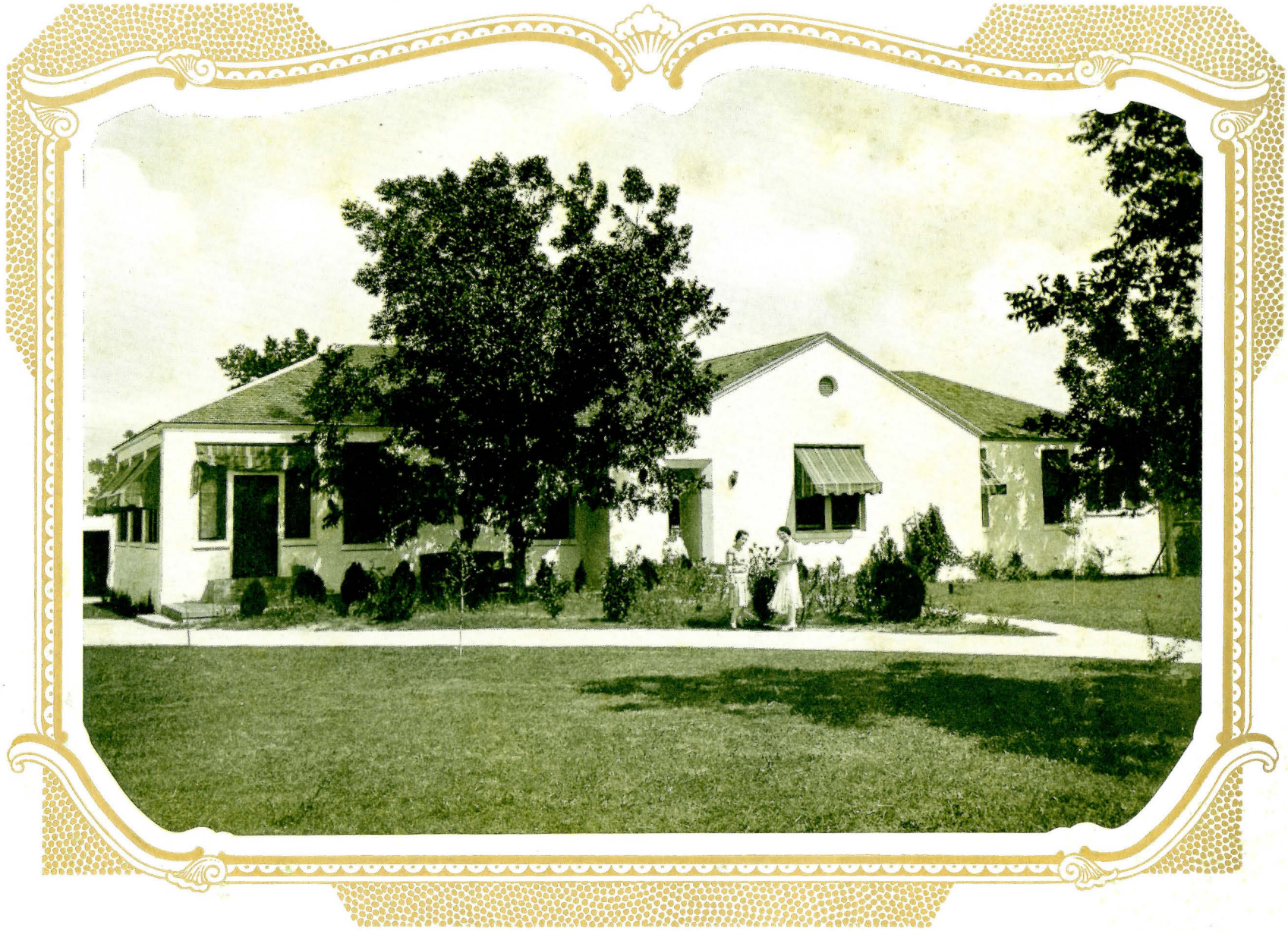
Florida Home of
Chas. R. Hall of St. Petersburg
and Boston



HOME OF
JOHN D. ROCKEFELLER, SR.
AT ORMOND



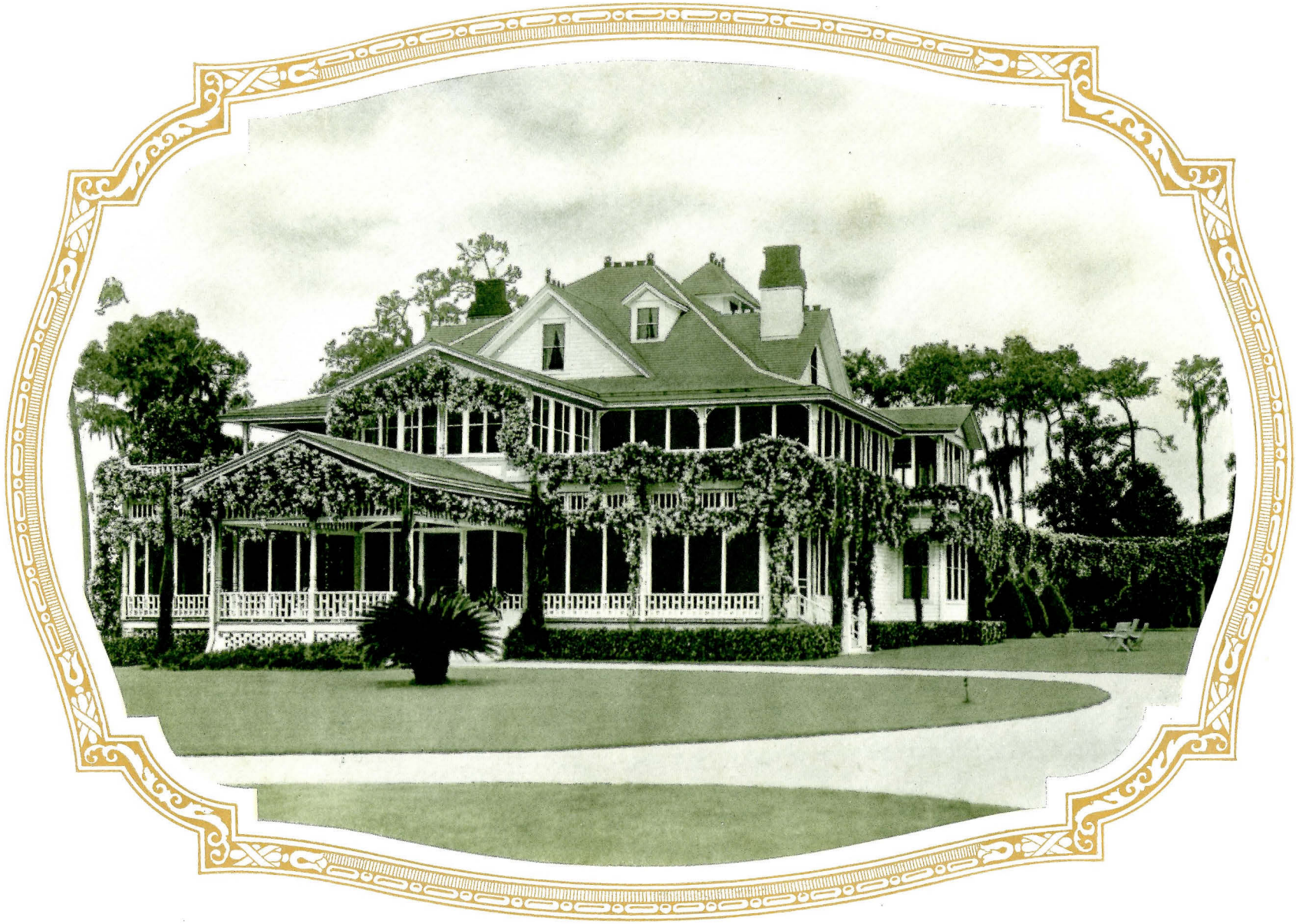
Residence of
Doctor McMillan
Pensacola



Residence of Robert E. Hicks
DeFuniak Springs



Residence of E. B. Douglass
at Miami



Winter Home at Zellwood of J. T. Pirie
of Carson, Pirie, Scott & Co.
Chicago, Ill.



Home of H. Bairstow of
6110 Ravenswood Avenue, Chicago
at Silver Lake, Leesburg



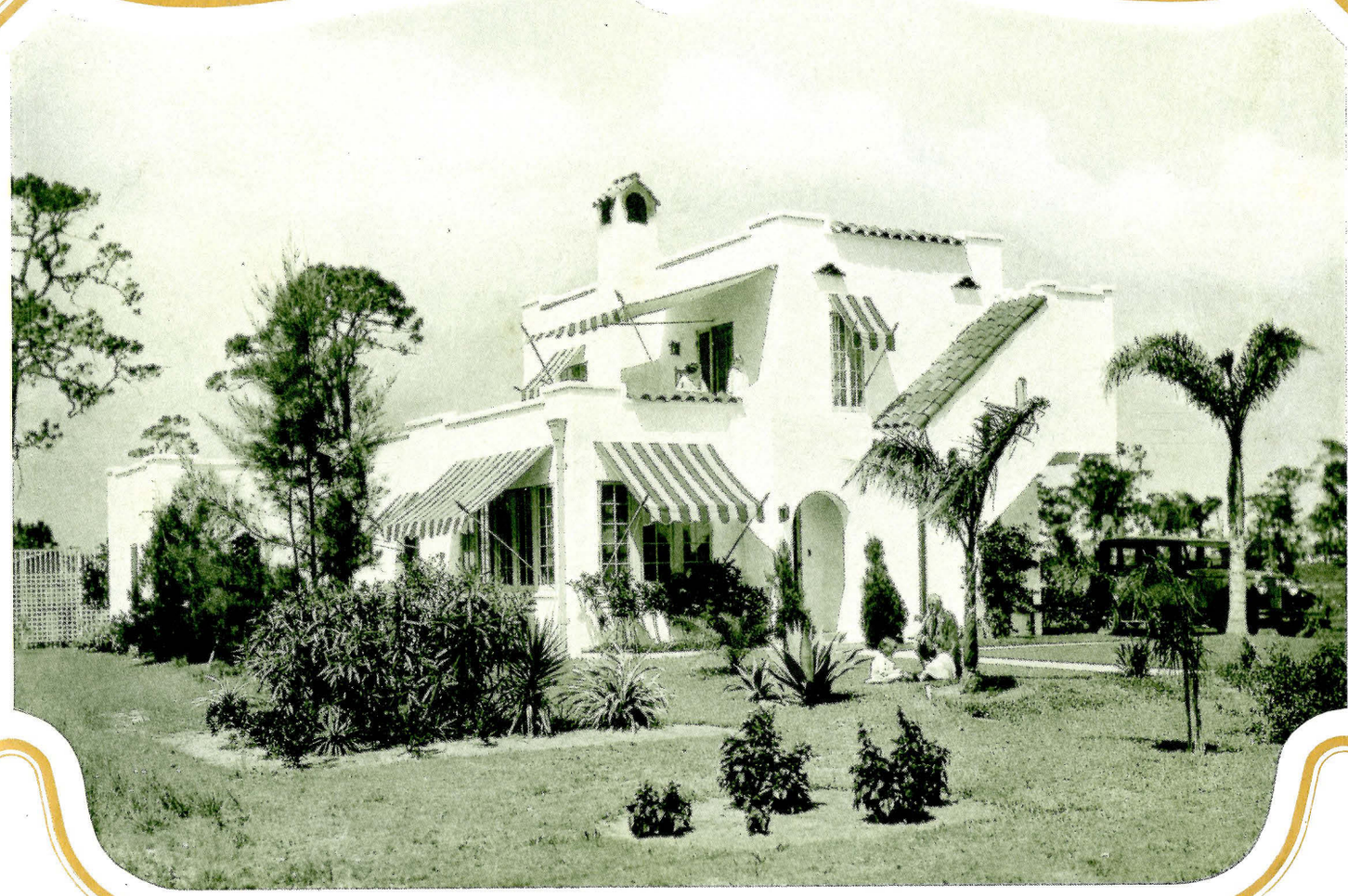
"Treasure Trove"
Home of E. C. Cole
Miami



Beautiful Royal Palm Vista
From Bay Front Home
in Miami



HOME OF
F. A. HENDRICKS AT
ST. AUGUSTINE



Residence of Dr. W. H. Humiston
of Cleveland, Ohio
at Vero Beach



Residence of
J. Nooney, San Marco
Jacksonville



"Bay Terrace," Miami Home
of Mrs. Ralph Worthington
of Washington, D. C.



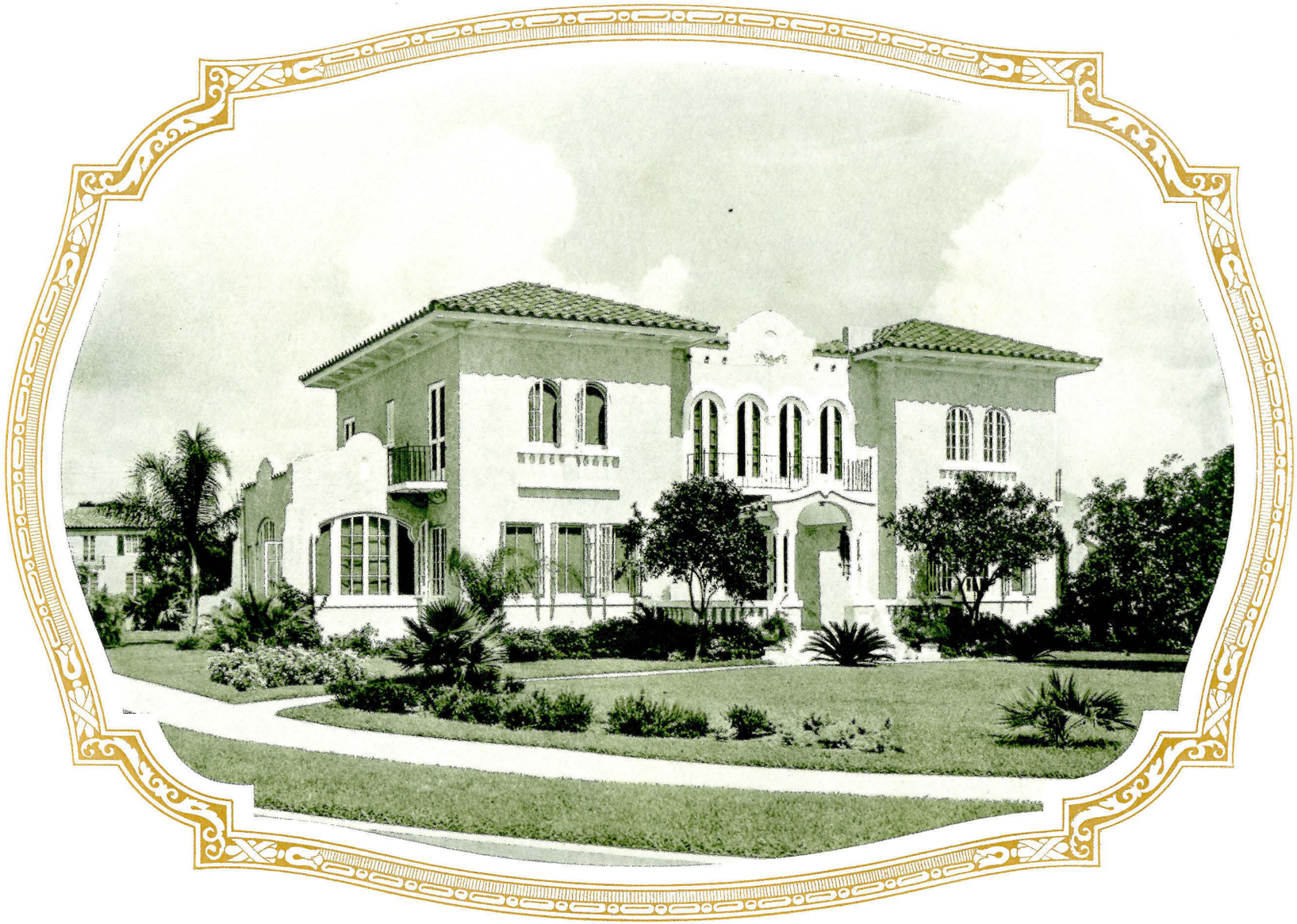
Home of
Edward F. Hutton
Palm Beach



Ft. Myers Home of C. B. Chadwick
formerly of Chicago, Ill.



Home of Dr. Joseph H. Adams
Miami Beach



HOME OF W. H. REYNOLDS OF
WINSTON-SALEM, N. C.
AT ORLANDO



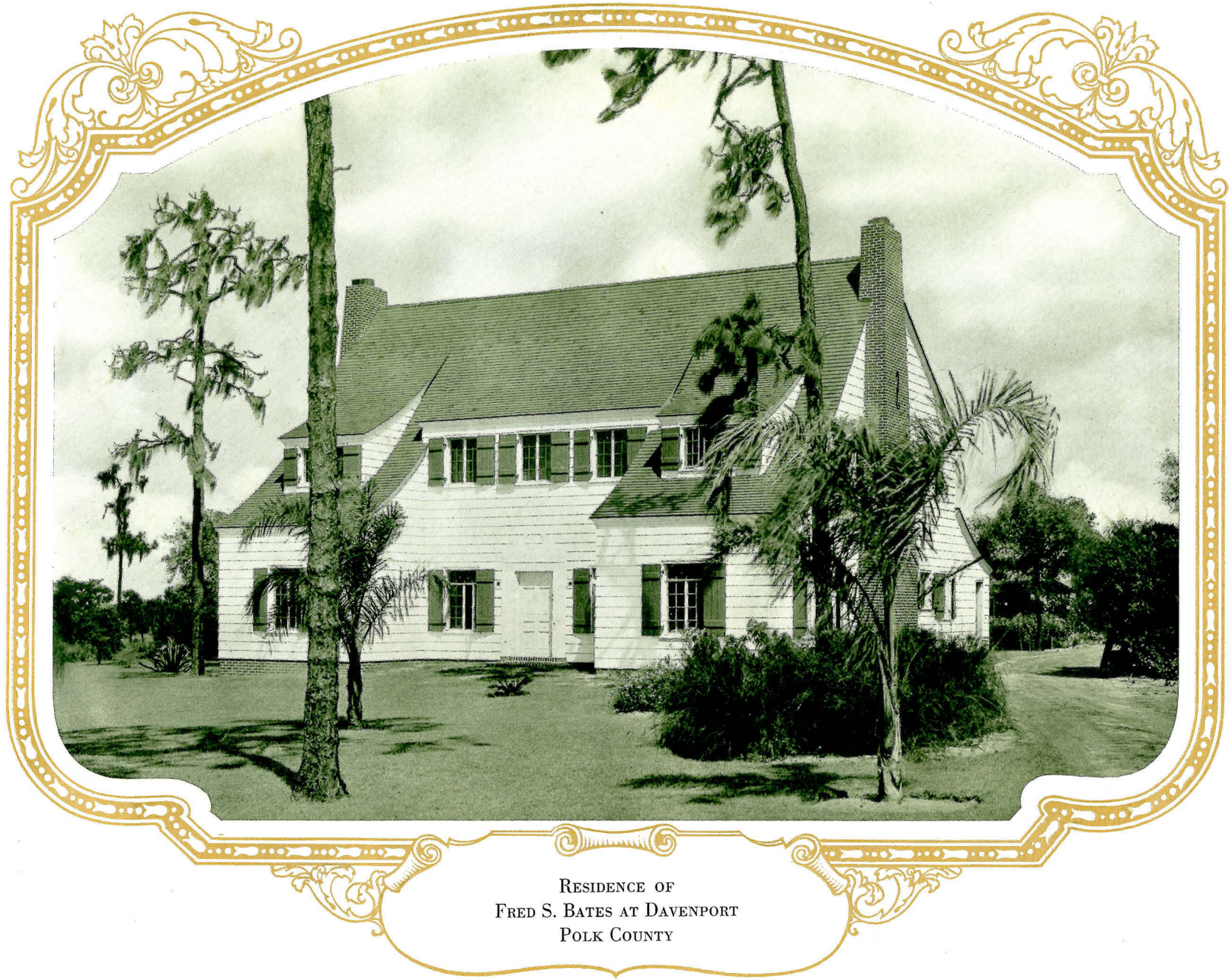
Fleming Residence on Lake Howard
Winter Haven



Home of Arnold S. Kirkeby
of Chicago, at Beach Park
Tampa



Miami Beach Home of
Mrs. H. E. Talbott of Dayton, Ohio
"Fieldstone" Built of Coral Rock



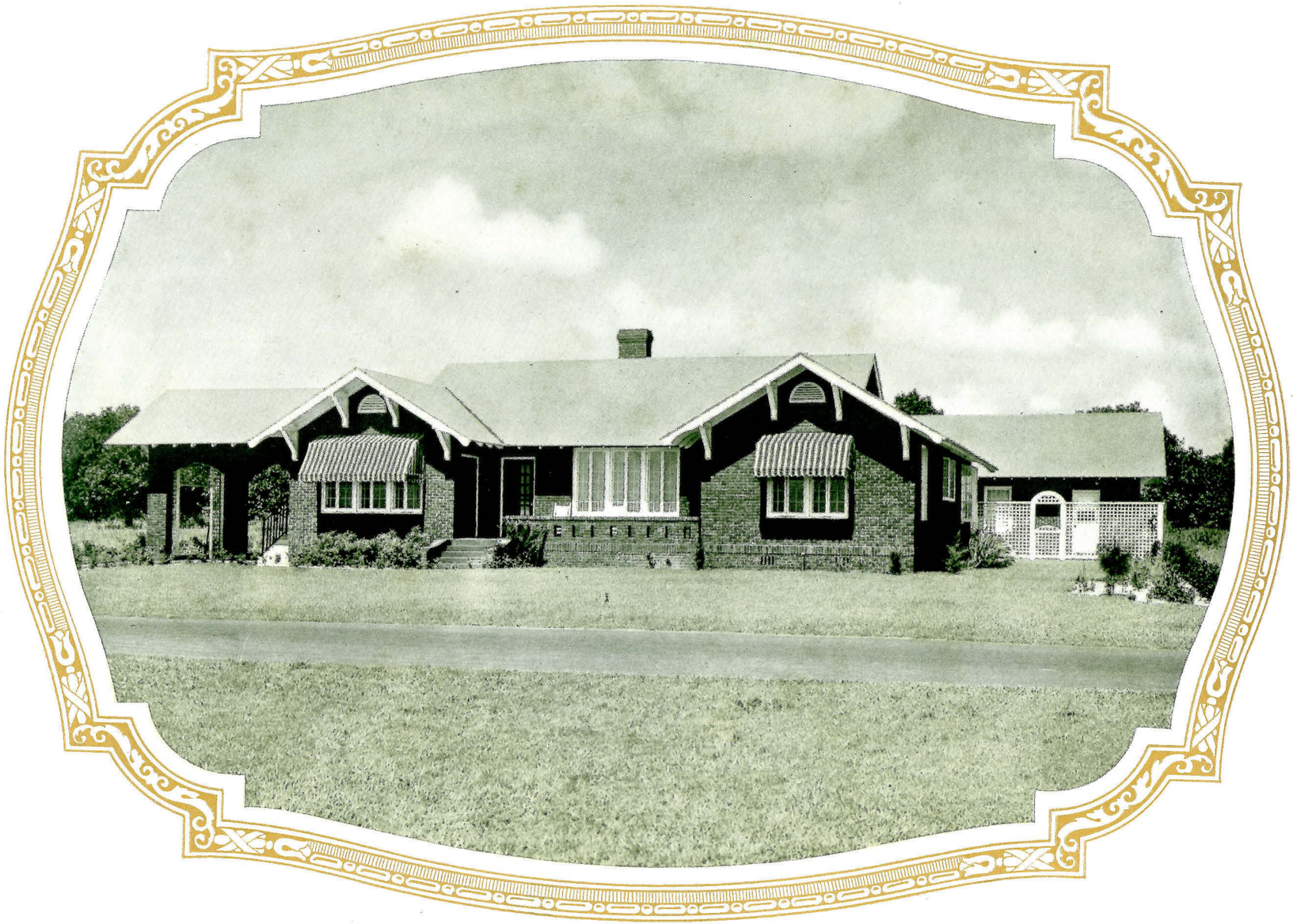
Residence of
Fred S. Bates at Davenport
Polk County



Residence of Irving J. Thomas
at Miami



N. Landon Hoit Residence at
Green Cove Springs



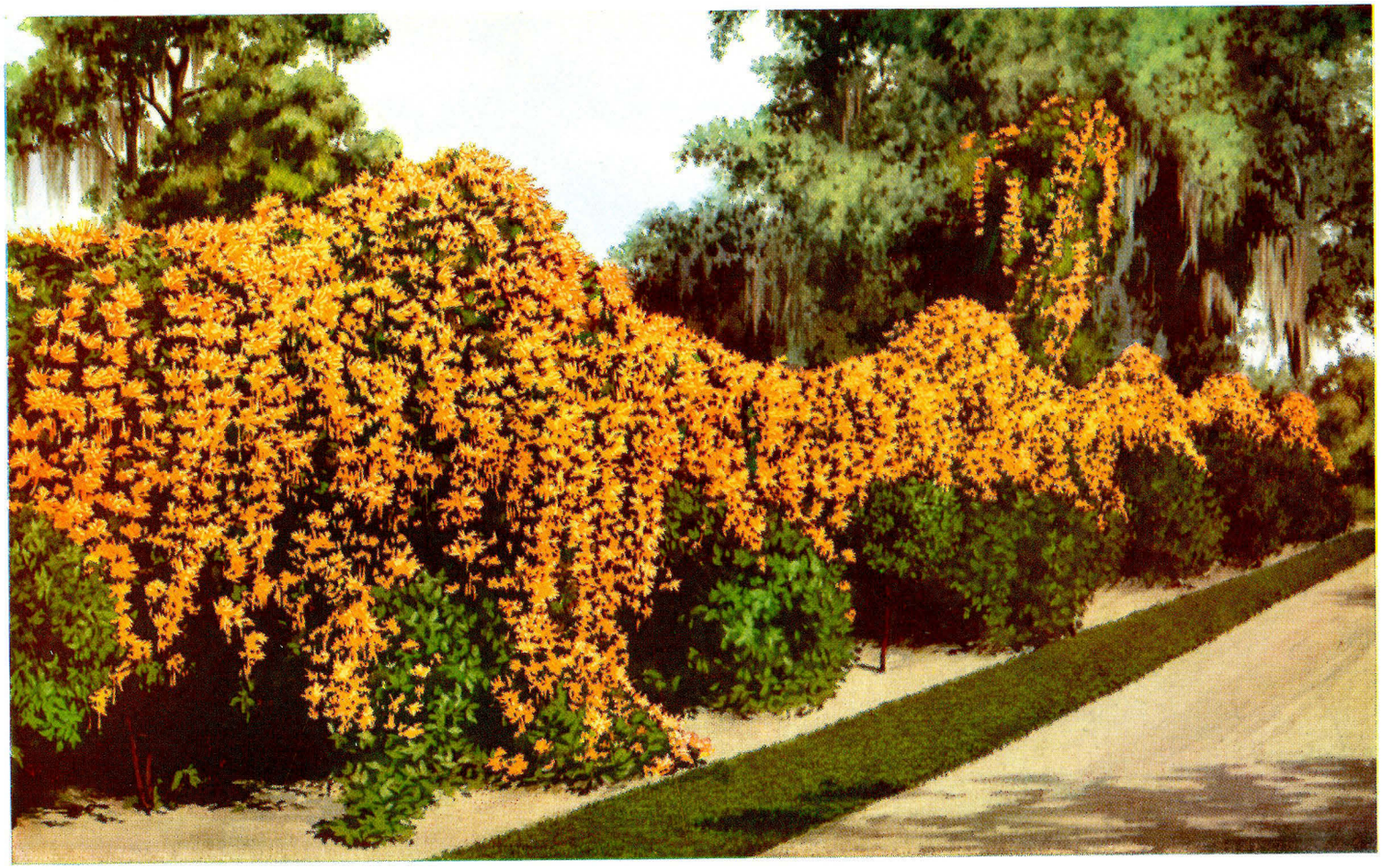
J. H. Strode Residence
on Lake Howard
Winter Haven



HOME OF E. B. HESS, AT ORLANDO
PRESIDENT
ROYAL TYPEWRITER COMPANY



Home of W. R. Craven
St. Petersburg and
Dayton, Ohio



Flame Vine on the Estate of Mrs. E. H. Brewer of Winter Park and Cortland, N. Y.



Residence of Edwin G. Bishop
3904 University Drive
Coral Gables



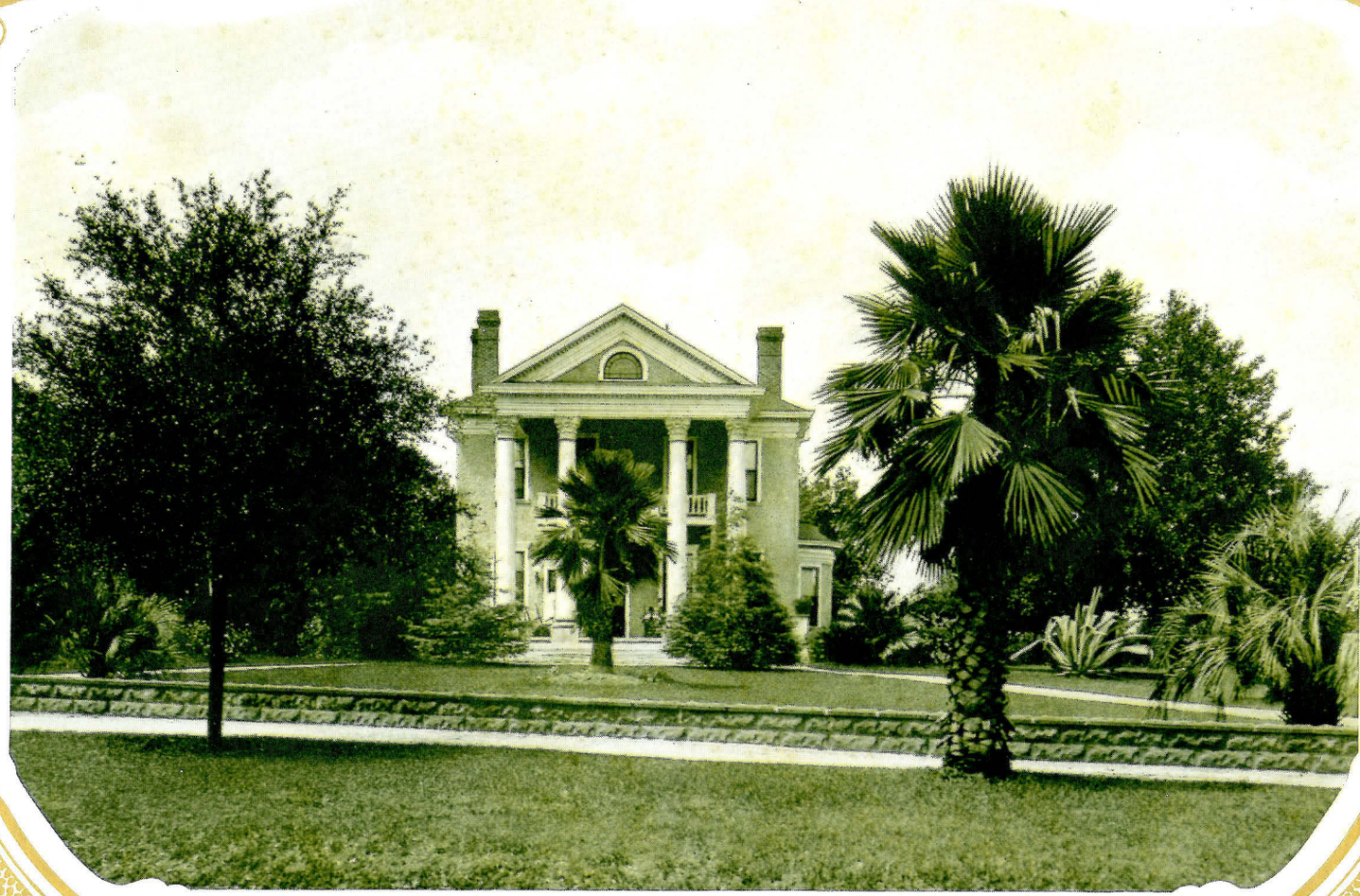
Home of Henry Salem Hubbell
Portrait Painter
Miami Beach



Hooker and Jones Residences
on Lake Howard
Winter Haven



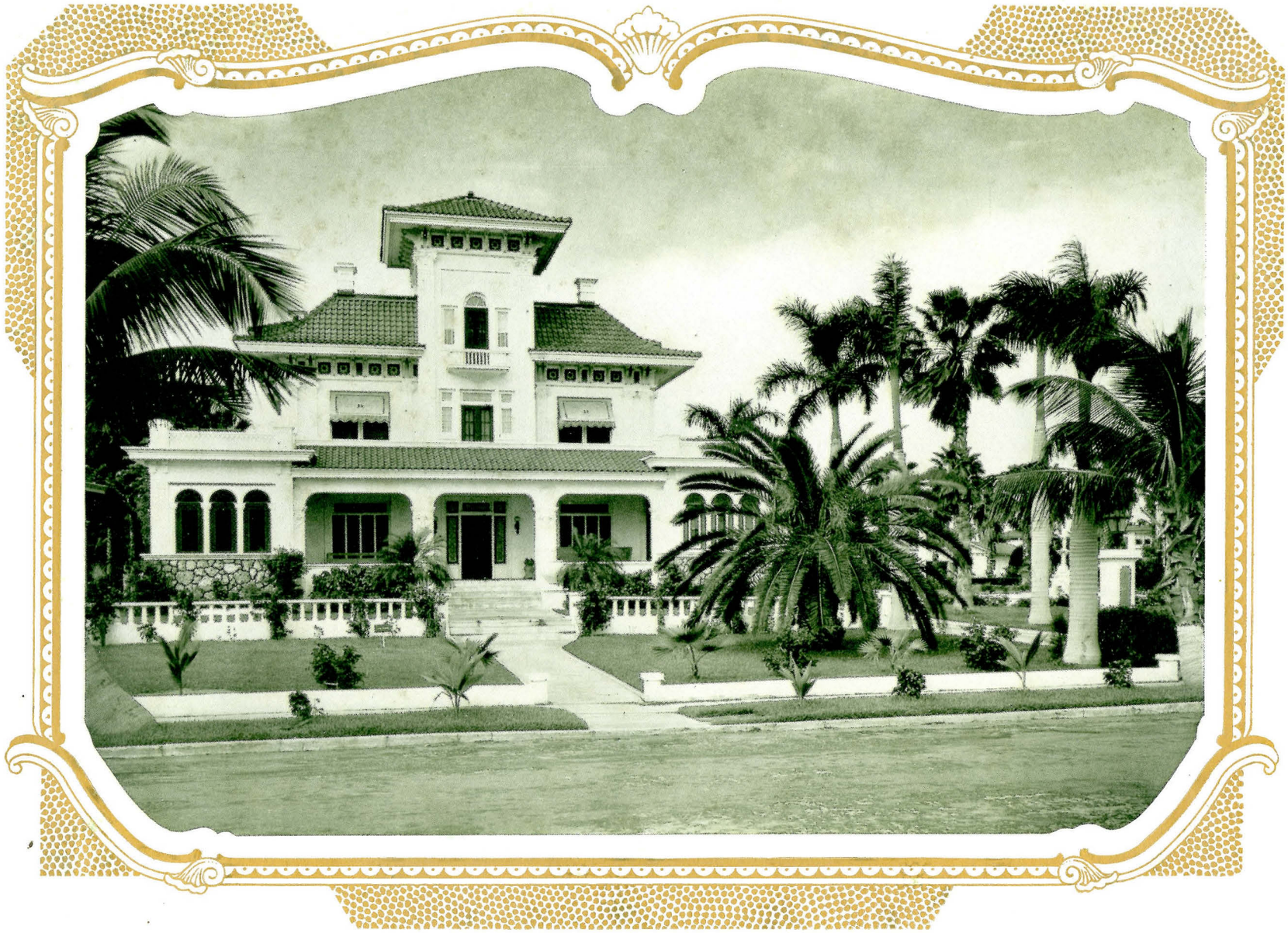
A Bay-Front Home at Miami
Midst Tropical Foliage



Residence of Willie J. Daniel
Marianna



Residence of A. L. Wilson
Quincy



J. K. Darn Residence
1410 S. E. Bayshore Drive
Miami



View of River Front Terrace, on St. Johns River
Residence of John H. Swisher
Jacksonville



Home of J. R. Anthony (Banker)
1665 South Bayshore Drive
Miami



Home of Senator Pat Whitaker
725 South Brevard
Corner Bayshore Boulevard
Tampa



"Longview," Home of
Mrs. A. C. Whiting
2475 S. Bayshore Drive
Miami



"Coral Ledge," Home of
Geo. P. Roberts
at Miami



HOME OF ROBERT GIFFORD
MIAMI BEACH



Residence of
Mrs. Charles F. Hoffman
Leon County



Residence of Geo. S. Dale of
Akron, Ohio, near Vero Beach
in Indian River County



Residence of
Mr. and Mrs. E. A. Smith
Sarasota



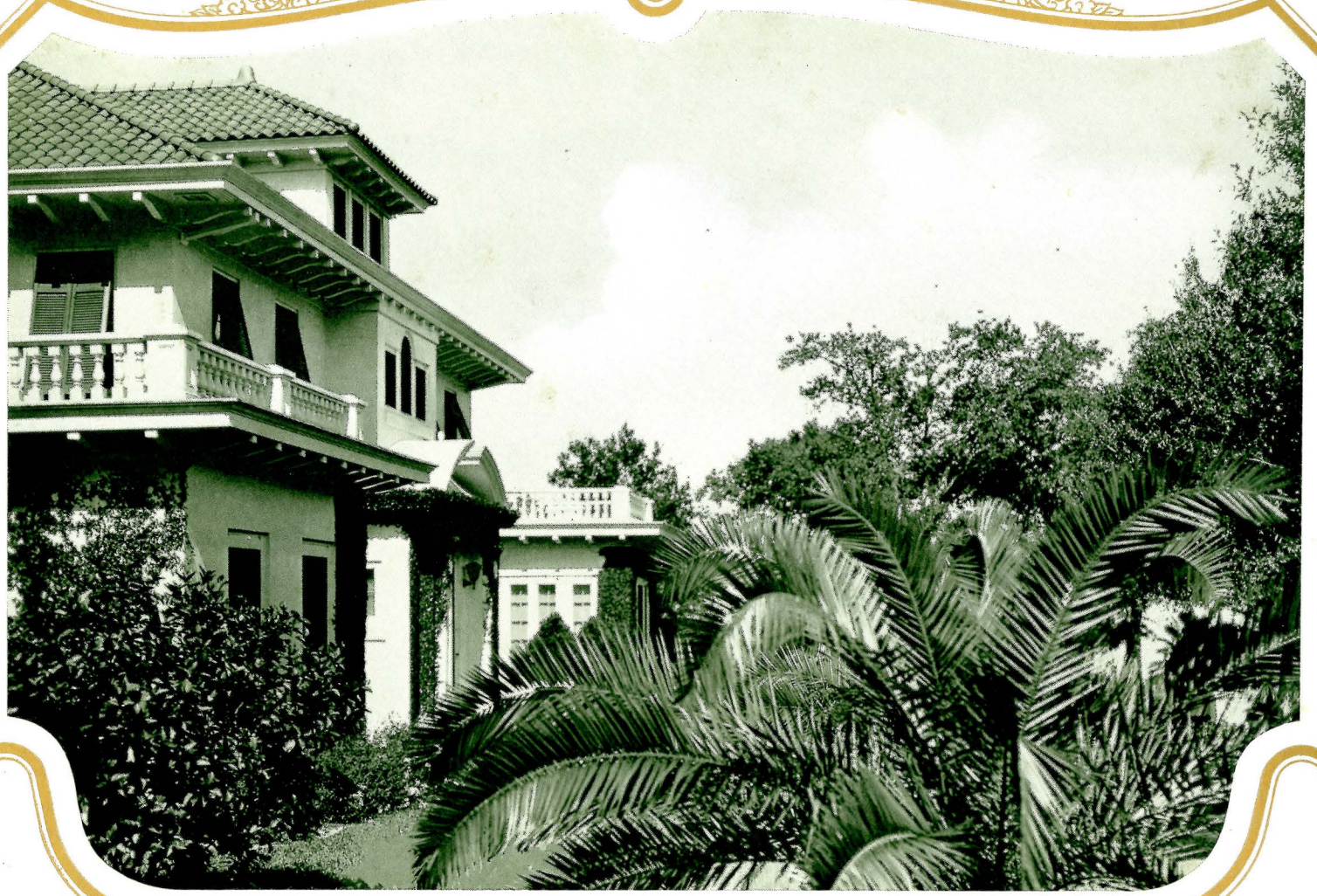
Home of Harry M. Johnson
1705 Bayshore Boulevard
Tampa



HOME OF W. J. HOWEY AT
HOWEY-IN-THE-HILLS



Home of J. M. Studebaker III
Harbor Oaks
Clearwater



Residence of E. C. Price
Harbor Oaks
Clearwater



Tampa Residence of
Governor Doyle E. Carlton



Home of R. L. Davis
6409 Bayshore Boulevard
Tampa



Home of T. E. Donovan
2143 South Bayshore Drive
Miami

Printing and Binding by
The Record Company
St. Augustine, Florida

Plates by
Southern Art Engraving Company
Tampa, Florida
and
Dixie Engraving Company
Savannah, Georgia



Afterword

With all the world to choose from, the outstanding American leaders in finance and industry have selected Florida as the site for their homes. These men, representing the wealth of the nation, not only live in Florida but they are investing millions of dollars in the development of the state's resources . . . Men like Henry Ford, Thos. A. Edison, Harvey Firestone, Cyrus Curtis, Barron G. Collier, J. C. Penney and scores of others, have found that they can direct their affairs throughout the world from their homes in Florida, enjoying a climatic and scenic environment unsurpassed while keeping in close touch with the business pulse of the nation . . . Early in the history of Florida's development, Henry M. Flagler and Henry B. Plant led the vanguard of pioneering capitalists who perceived the tremendous resources and possibilities of the state. Together with S. Davies Warfield, these men were largely responsible for the great railroad systems which now traverse the state and feed millions of dollars into the coffers of the commonwealth . . . Each year has added to the ranks of America's leaders living in Florida, the residential capital of the United States. These men, versed in the judgment of values, have found health and happiness in Florida and an abiding contentment that wealth alone cannot buy. Their faith in Florida's future is a guarantee of new opportunities and continued prosperity.

More captains of industry live in Florida in proportion to population than in any other section of the country. Numbered among prominent people who built homes here may be mentioned: John D. Rockefeller, B. G. Dahlberg, Carl Fisher, Potter Palmer, Jr., T. Coleman du Pont, John Ringling, Roger Babson, Edward Bok, Richard Edmonds, August Heckscher, R. E. Olds, James M. Cox and many others.

We will be glad to give you any information possible upon receipt of your request.

FLORIDA DEPARTMENT OF AGRICULTURE,
TALLAHASSEE, FLORIDA

NATHAN MAYO, *Commissioner*

T. J. BROOKS, *Assistant Commissioner*

